

In the Specification:

Rewrite the paragraph at page 1, lines 6-15 as follows:

The present assignee offers a service (MediaBridge™) that relies on digital watermarking technology to surreptitiously convey a plural bit identifier within the artwork of an advertisement. This identifier is read by software in a user's computer and forwarded to a remote database. The remote database identifies a URL corresponding to the identifier, and provides the URL back to the user's computer – permitting a browser on the user's computer to display the URL-identified web page. This system, and the associated digital watermarking technology, is further detailed in patent 5,862,260, in copending applications 09/343,104, 09/503,881 (**now patent 6,614,914**), 60/158,015, 60/163,332, 60/164,619, and in application 09/531,076, filed March 20, 2000, entitled SYSTEM FOR LINKING FROM OBJECTS TO REMOTE RESOURCES.

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